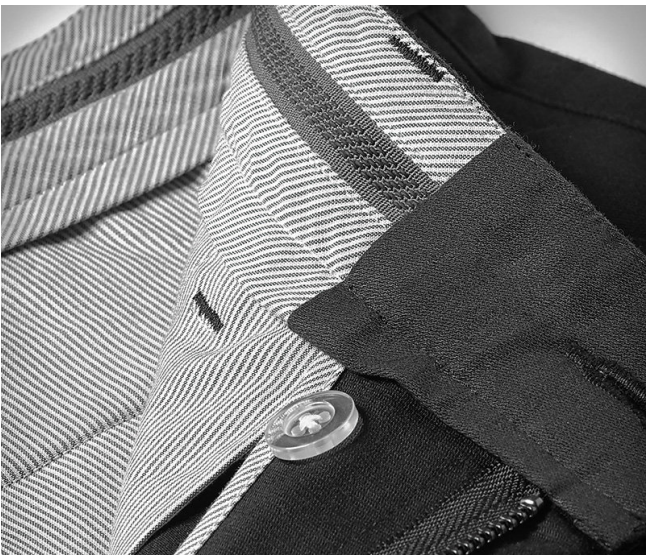


adidas Introduces adiPure Golf Collection

New apparel blends premium finishing with relentless attention to detail

Basingstoke, Hants (25th April, 2017) - adidas is fusing craftsmanship and innovation to change the way we look at traditional golf style. adiPure, the new apparel line from adidas Golf available 1st July, applies performance-driven innovations while paying homage to the purity of the sport.

The new adiPure line was born from the authenticity of the game by providing a premium product – polos, outwears, shorts and pants – that crosses both golf and lifestyle.





“The adiPure collection represents the game of golf in the purest way. It was crafted by passionate golfers to feature a traditional look, while staying true to the performance heritage of our brand.”

— Davide Mattucci, global product marketing director, adidas.

The line was introduced to the world by Justin Rose at the year’s first major in Augusta.

“Anyone who’s fashion-focused is really going to appreciate the detail that’s in this product. It fits with where I feel fashion should be on-and-off the golf course – bridging the gap between golf and lifestyle.”

— Justin Rose, Olympic gold medalist and major champion

adiPure will be exclusively sold on adidas.com/golf and in select premium green-grass shops across Europe.

Additional images of the new adiPure line are available [here](#).



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ABOUT EUROPE

About TaylorMade Golf Company

Headquartered in Carlsbad, California, TaylorMade Golf Company sells golf equipment, footwear, apparel and accessories under the TaylorMade, adidas Golf, Adams and Ashworth brands. TaylorMade Golf Company posted 2014 sales of €913 million.

About the adidas Group

The adidas Group is a global leader in the sporting goods industry, offering a broad portfolio of footwear, apparel and hardware for sport and lifestyle around the core brands adidas, Reebok, TaylorMade and Reebok-CCM Hockey. Headquartered in Herzogenaurach, Germany, the Group employs more than 55,000 people across the globe and generated sales of around € 17 billion in 2015.



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